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- NCTA '85
- Little study sees $7.7-billion 5-year surge
- Pay-per-view commitment and confusion
- Acquisition frenzy hits cable industry

Scrambling: The heat is on

CableVision™

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Liberation '85

Cable show launches new era

Leading the week 11-37

About the cover

Trygve Myhren, chairman and CEO of American Television and Communications Corp., addresses the opening session of the 34th annual National Cable Television Association Convention last week in Las Vegas.

Bright outlook

A study launched the NCTA convention on a bright note last week, predicting that over the next five years, the industry will nearly double revenues, triple profits and transform from a net cash user to a net generator.

NCTA scrambling study

Scrambling of cable programming services caught the cable industry spotlight at the NCTA convention last week. An NCTA-commissioned study forecasting revenue increases for the industry further heightened the current interest in scrambling.

PPV hot topic at show

Pay-per-view drives much of the talk at marketing sessions, new conferences and on the convention floor at this year's National Cable Television Association convention.

PPV network

Showtime/The Movie Channel will launch a national satellite pay-per-view network sometime in August. To start with, the new venture will provide a title per week on a single channel.

Playboy "Private Ticket"

The Playboy Channel is scheduled to debut a satellite fed, pay-per-view network titled "Playboy Private Ticket" on July 1.

PPV hardware

In response to the demand for economical means of implementing pay-per-view programs in one-way addressable systems, suppliers at the national show exhibited a variety of alternatives.

New era ahead

Fueled by the promise of deregulation and improved financial performance, the cable industry has embarked on a new era of acquisition and consolidation that will change the lineup of top players.

Sale more likely

A collapse in negotiations between Warner Communications and its largest shareholder, Chris-Craft Industries, has made the sale of Warner Amex even more likely.

Changes in attitude

Cable non-subscribers showed "significant" changes in attitude toward cable television as a result of the Council for Cable Information's industry advertising campaign.

Consumer electronics issue

NCTA convention panelists deal with consumer electronics concluding that the cable industry risks a major customer relations crisis if immediate steps are not taken to develop a product that interfaces cable with VCRs and other consumer electronics devices.

Disney Channel video programs

Two videocassette compilations of original Disney Channel programs will be released for home video distribution this fall.

McGraw Hill hops on X*Press

McGraw Hill, one of the nation's largest communications conglomerates, assumed a major cable presence for the first time last week by acquiring one-third equity interest and an editorial overseer role in X*Press.

Money-makers

VCRs, classified ads, stereo service and joint venturing with a newspaper. These are some of the creative endeavors available to enterprising cable operators.

Congressional panels

A number of Congressional panels faced issues from must-carry and copyright reform to cable's role as a First Amendment speaker at the NCTA convention. The discussions underscored the degree to which the lines are blurring between many of the issues.

Suburban honored

Suburban Cablevision received four 1985 local programming Awards for Cablecasting Excellence in the National Academy of Cable Programming competition last week.

NCTA 1985 convention

Opinions on the cable industry's deregulatory outlook were offered at the National Cable Television Association's opening convention session in Las Vegas June 3.

Review 40

Bravo's upcoming documentary on the great conductor Walfredo Toscanini, is a stirring portrait of the heroic artist. According to Robert DiMatteo, *Toscanini: The Maestro*, is a graceful tribute to an uncommon man.

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Franchising calendar

This chart examines the franchise status of communities since May 1985.

California

Chino—reviewing proposals from Cable TV West, Masada Corp., Marsh Media, DCA Cable and BuenaVision. (12,000 homes).
Claremont—RFPs with consultants. Bids received from Masada Corp. and Daniels & Associates. (9,800 homes)
East Yolo—reviewing applications from Sonic Cable, Yolo Cable TV, Yolo Cable Communications Co. and Pacific Federal Communications (10,000 homes).
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—award to United Cable 12/84 (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op of Palo Alto and City Cable Partners Inc. (23,000 homes).
Rosemead—award to Falcon Communications 2/26/85 (14,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—negotiating with Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois also awarded unincorporated areas of DuPage County. (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12/13/84 (2,400 homes).
Loretto—terminated franchise process.

Maryland

Baltimore—award to United Cable 12/19/84 (302,000 homes).

Massachusetts

Belchertown—negotiating with Clearview Cablevision.
Belmont—accepting proposals. (2,760 homes).
Berkley, Dighton, Freetown—award to Continental Cablevision.
Boxborough—award to Nashoba 1/7/85 (3,100 homes).
Cambridge—award to American Cable Systems of Cambridge 3/22/85 (43,000 homes).
Danvers—award to Nashoba 1/85 (8,600 homes).
East Bridgewater—award to Continental Cable 12/3/84 (2,500 homes).
Groton—award to United Video 2/25.
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—short franchise process re-initiated.
Marblehead—award to Continental Cable 12/84.
Medfield—provisional license to Massachusetts Cablevision 2/85 (3,400 homes).
Mendon—award to Massachusetts Cablevision Systems 1/7 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—accepting proposals. (1,433 homes).
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—Seekonk Cable appealed selectman's decision to award Massachusetts Cable. Hearing held 3/26/85, awaiting final decision. (6,000 homes).
Shirley—provisional license granted to Nashoba Communications 10/84. (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision (2,000 homes).
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84. Final license should be signed in mid-June 1985 (1,600 homes).
Townsend—reviewing proposals from United Video Cablevision and Nashoba Communications. (2,306 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Almont—award to Michigan Cable 11/84.
Atlas—award to Michigan Cable 8/84.
Brandon—award to Michigan Cable 11/84.
Brown City—award to Pioneer Cablevision.
Cedar Creek—award to Horizon Cable 7/84.
Dalton—award to Horizon Cable 7/84.
Goodrich—award to Michigan Cable 9/84.
Lake Orion, Orion Twp—final award to Tribune-United 12/27/84 (7,800 homes).
North Branch—award to Michigan Cable 8/84.
Thortonville—award to Michigan Cable.
Waconia—award to Westel 12/18/84 (1,024 homes).
Windom—approved municipal ownership, launched 2/1/84 (1,875 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dow-Sat of Minnesota 11/84 (973 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Bird Island—award to North American Communications Corp. 10/84 (566 homes).
Cannon Falls—award to North American Cable Communications Corp. (1,060 homes).
Credit River—award to North American Communications Corp. 10/84 (880 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—award to Individual Satellite Systems 11/84 (400 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kandiyohi—award to Kavanaugh Cable Co. 4/1/85 (200 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—award to Dow-Sat of Minnesota (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—award to Dow-Sat of Minnesota (481 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Kavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).

Pennock—award to Kavanaugh Cable Co. 4/11/85 (175 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—city wins appeal in favor of Continental Cablevision (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—preliminary award to North American Cable Communications 4/85 (1,272 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
Spring Lake—award to North American Communications Corp. 10/84 (920 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—award to Westel 12/18/84 (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Keene—renewed franchise with Group W including a rebuild and rate increase (19,360 homes).
Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Sandown—reviewing applications from Continental Cablevision (800 homes).

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing proposals from Marsh Media, Greater Media, Patterson Communications Network, Patterson Cable Services and U.S. Cable and TCI (55,000 homes).

New York

Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

North Carolina

Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/84 (2,000 homes).
Cleveland—evaluating bids from Royal American Group, Greater Cleveland Cable TV Associates and Northcoast Cable.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon

Dunthorpe—no response to RFP.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.
Sylvan—awaiting legal opinion needed for commission to vote on Sylvan Video Cable (1,200 homes).

Pennsylvania

Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—Bellevue Cablevision Inc. awarded franchise. Scheduled to launch in June 1985. (29,500 homes).
Superior Court and Rhode Island Supreme Court (29,500 homes).

Virginia

Manassas—reviewing proposals from Cablevision of Manassas Ltd., Teleset Communications Inc., C4 Media of Manassas Ltd. and City of Manassas Cable (5,510 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n); 11-OP, 3-UC
3.	Chicago	City is divided into five areas. Area I-FG, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-RP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	UC/FG
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.